



JOB DESCRIPTION

Position Title: **Senior Coordinator**

Working Area: **Tourism Development**

Class Code: 5311

Exempt

EEO Code: 02

Effective Date: August 30, 2002

Major Function

Administrative work responsible for the development and implementation of a comprehensive sales plan designed to build occupancy for hotels and attendance at area attractions.

Essential Functions

Note: These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is a logical assignment to the position.

Works with various outside organizations and groups in promoting Seminole County as a destination for vacations, meetings and conferences, sports activities and special events. Coordinates activities and supports the Seminole County Convention and Visitor's Bureau and staff. Acts as a liaison to the U.S. Soccer Federation and to other organizations to further utilize County facilities and maintain contractual compliance.

Identifies potential customers from various target markets and designs communications to sell customers on the benefits of Seminole County as a tourist destination. Follows up on all communications with direct contact.

Prepares accurate timelines that will allow delivery of marketing materials to customers at optimal planning times. Develops, produces, and assembles all correspondence and promotional materials and advertising that demonstrates the benefits of Seminole County. Follows up on all contacts and inquiries with direct contact.

Attends trade shows and other organized activities to solicit interest in bringing visitors to Seminole County. Calculates the economic impact prior to and after each County sponsored event.

Makes presentations to the Board of County Commissioners, Tourist Development Council, and organizations considering Seminole County as a tourism location or desiring to schedule an event in Seminole County.

Maintains mailing lists of all contacts and potential users of Seminole County Facilities.

Duties include working weekend and holidays, as well as non-standard work hours during the workweek. Position requires some travel outside of Seminole County.

Performs other duties as assigned or as may be necessary.



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Development

Minimum Qualifications

Knowledge of the principles and practices used in marketing events and facilities. Knowledge of sales and marketing in the Tourism Industry. Knowledge of event planning and development to meet customer needs. Knowledge of customer service practices.

Excellent communication skills both orally and in writing with officials, tour operators, promoters, the general public and County staff. Ability to analyze and assist in solving administrative problems and to work independently, exercising good judgment within established laws and policies. Ability to use a microcomputer and associated software. Ability to use the Internet as a resource to promote Seminole County as a tourism destination. Ability to establish and maintain effective working relationships with promoters, tour operators, entertainers, and the general public.

Bachelor's Degree and three (3) years experience in the area of destination sales, and hotel or attraction marketing. Experience must include scheduling and promoting cultural, sporting and special events. Multi lingual skills preferred.

A comparable amount of education, training, or experience may be substituted for the minimum qualifications.

Working Conditions

The work environment for this position is generally an office setting with some fieldwork. Most duties are performed while sitting at a desk, table or workstation. This position has regular exposure to radiant and electrical energy found in an office environment. Duties performed outside the office may require prolonged standing or walking.